

## ORDER



**Orders**  
**Order / Rev:** 166254  
**Alt Order #:** 06319258  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 2007  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. #306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	40	\$48,650.00	\$41,352.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$48,650.00	\$41,352.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$48,650.00</b>	<b>\$41,352.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	24%	\$48,650.00
Market	100%	\$202,708.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$54,731.25
WITI	28%	\$56,758.33
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$42,568.75
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/19/12	09/21/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--			3		\$450.00		0.00				
E 2	WDJT	09/19/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--			5		\$1,000.00		0.00				

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	09/19/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		5		\$1,000.00		0.00				
E 4	WDJT	09/19/12	09/23/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p --WTFSS	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTFSS		5		\$300.00		0.00				
E 5	WDJT	09/20/12	09/20/12	Th 9p - 10p Th 9p - 10p	CM	Th 9p - 10p ---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---1---		1		\$2,000.00		0.00				
E 6	WDJT	09/21/12	09/21/12	Fr 8p - 9p CSI: New York	CM	8p - 9p ----1--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----1--		1		\$2,000.00		0.00				
E 7	WDJT	09/21/12	09/21/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----1--		1		\$2,400.00		0.00				
E 8	WDJT	09/22/12	09/22/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----2-		2		\$350.00		0.00				
E 9	WDJT	09/22/12	09/22/12	Sa 8p - 9p Criminal Minds	CM	8p - 9p -----1-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1-		1		\$1,200.00		0.00				
E 10	WDJT	09/22/12	09/22/12	Sa 9p - 10p 48 Hours Mystery	CM	9p - 10p -----1-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1-		1		\$1,600.00		0.00				
E 11	WDJT	09/23/12	09/23/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1		\$3,200.00		0.00				
E 12	WDJT	09/23/12	09/23/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1		\$2,000.00		0.00				
E 13	WDJT	09/24/12	09/25/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$450.00		0.00				
E 14	WDJT	09/24/12	09/25/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		3		\$1,000.00		0.00				
E 15	WDJT	09/24/12	09/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		3		\$1,000.00		0.00				
E 16	WDJT	09/24/12	09/25/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$300.00		0.00				
E 17	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/24/12	1-----		1		\$2,000.00		0.00				

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E 17	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1-----		1		\$2,000.00			0.00			
E 18	WDJT	09/25/12	09/25/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$5,600.00	P-1	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-----		1		\$5,600.00			0.00			
E 19	WDJT	09/25/12	09/25/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$5,600.00	P-1	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-1-----		1		\$5,600.00			0.00			
Totals													40	\$48,650.00